

Message Text

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PAGE 01 STATE 047036
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-----031858Z 005169 /40

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FM SECSTATE WASHDC
TO AMEMBASSY TEHRAN

UNCLAS STATE 047036

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: TEHRAN INTERNATIONAL TRADE FAIR (TITF)

REF: TEHRAN 1363

1. APPRECIATE CAREFUL BUDGET REVIEW CONTAINED REFTEL.
BASED ON PAST EXPERIENCE CAGNE OFFERS FOLLOWING CONSIDERA-
TIONS: 1) PAVILION RENTAL, 1,680 SQUARE METERS APPEARS TO
BE MORE SPACE THAN NEEDED FOR PLANNED 30 EXHIBITORS.
SUGGEST EMBASSY MAY WISH EXPLORE POSSIBILITY OF REDUCING
RENT FIGURE ON BASIS OF ONLY PAYING FOR WHAT IS TO BE
USED RATHER THAN COMPLETE HALF OF HALL. THIS STANDARD
RECOGNIZED BY MOST FAIR AUTHORITIES AROUND THE WORLD AND
SHOULD RESULT IN SIGNIFICANT RENT REDUCTION. 2) DESIGN AT
5,000 DOLLARS PROBABLY TOO HIGH AS 1500 DOLLARS USED LAST
YEAR. USDOC DESIGN AND LAYOUT ASSISTANCE AVAILABLE AS IN
PAST. 3) CONTRACT PERSONNEL AT 10,000 DOLLARS APPEARS
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UNREALISTICALLY LOW. SUGGEST RAISE TO 15,000 DOLLARS.
OTHER BUDGET ITEMS APPEAR REALISTIC.
2. AS INDICATED PREVIOUSLY USDOC PREPARED PROVIDE MANAGE-
MENT STAFF FOR TITF. PLANS INCLUDE MANAGER WELL AHEAD OF
SHOW TO HANDLE PHYSICAL ARRANGEMENTS AT FAIR SITE PLUS
SECOND OFFICER ARRIVING JUST PRIOR SHOW TO ASSIST WITH
FINAL SETUP, SHOW OPERATION AND DISMANTLING. EXACT

ARRIVAL TIMES MUST WAIT UNTIL TOTAL FALL SCHEDULE FIRM,
BUT TEAM WILL BE INTEGRATED WITH PLANNED COVERAGE FOR
NOVEMBER MACHINE TOOL SOLO. RE ASSISTANCE REQUEST FOR
FREIGHT, ASSUME POST MEANS FREIGHT IN AND OUT OF PAVILION
AS TYPE II SHOW SUCH AS TITF MUST RELY ALMOST COMPLETELY
ON LOCAL AGENTS TO PROVIDE EXHIBIT GOODS EITHER FROM
STOCK OR THROUGH SPECIAL ORDER IMPORTED ON AGENT'S ACCOUNT.
RECRUITMENT ASSISTANCE AVAILABLE FROM CAGNE SIMILAR TO
THAT PROVIDED IN PAST, I.E. SUPPORT OF POST EFFORTS BY
FOLLOWUP, ETC.

3. REQUEST REVIEW OF BUDGET ITEMS MENTIONED PARA 1 AND
ADVISE OF REVISED EXPECTED BUDGET SUPPORT NEEDS. BUDGET
SHORTFALL COVERAGE OF GENERAL MAGNITUDE INDICATED REFTL
AVAILABLE FROM USIA.
VANCE

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Message Attributes

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Sent Date: 03-Mar-1977 12:00:00 am
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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition History: n/a
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